

Environment and Policy:
Breastfeeding Policies and
Baby Steps

Anne Whitmire, IBCLC RLC
Breastfeeding Program Manager
Arizona Department of Health Services

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Health and Wellness for all Arizonans



World Health Organization/UNICEF
Baby Friendly Hospital Initiative

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within a hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they should be separated from their infants.
6. Give newborn infants no food or drink other than breast-milk, unless medically indicated.
7. Practice rooming-in—allow mothers and infants to remain together—24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

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University of Colorado

1. Initiate breastfeeding within the first hour after birth.
2. Avoid giving infants fluids or solids other than breast milk unless medically necessary.
3. Promote 24-hour rooming-in, encouraging the family to recognize and respond to infant's cues.
4. Do not use a pacifier or artificial nipple with infants during the hospital stay.
5. Give mothers a telephone number to call for help with breastfeeding.

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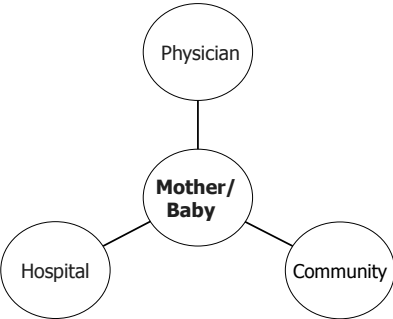
Arizona Baby Steps to Breastfeeding Success



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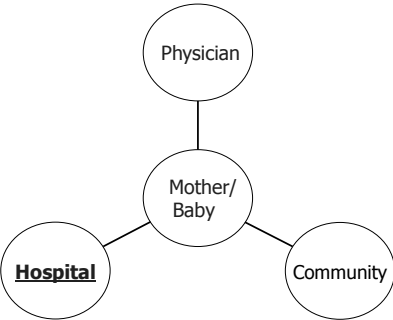




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Hospital



- Assessment
- Policy
- Training
- Evaluation

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Hospital: Assessment



- Focus Groups
 - Labor and Delivery
 - Postpartum
- Survey: Online
 - Policies
 - Practices
- Interview: Face to Face

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Participating Hospitals

- | | |
|-----------------------------|-------------------------------------|
| Banner Baywood | Kingman Regional |
| Banner Del E. Webb | Maricopa Integrated Health |
| Banner Desert | Mercy Gilbert Medical Center |
| Banner Estrella | Mountain Vista Medical Center |
| Banner Gateway | Northwest Medical Center |
| Banner Good Samaritan | Phoenix Indian Medical Center |
| Banner Thunderbird | Sierra Vista Regional Health Center |
| Carondelet Holy Cross | St. Joseph's Hospital –Phoenix |
| Carondelet St. Joseph's | Summit Healthcare Regional |
| Casa Grande Regional | Tucson Medical Center |
| Chandler Regional | University Medical Center |
| Cobre Valley Medical Center | Yavapai Regional Medical Center |
| Flagstaff Medical Center | Yuma Regional Medical Center |

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Hospital: Policy



- Current
 - Model Hospital Guide
 - Modify
 - Develop
- Inclusive/Exclusive
- Department
 - Labor and Deliver
 - Nursery
 - Postpartum

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Hospital: Training



- Four (4) Hour
- Evidence-based
- Steps: Modules
- Facilitated Discussion
 - Parking Lot
- Evaluation

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Hospital: Training

Every staff member will confidently support mothers of **healthy full term infants** with early and exclusive breastfeeding by:

- Assisting mother to initiate breastfeeding within first hour.
- Avoid giving infants fluids or solids other than breastmilk unless medically necessary.
- Promoting 24-hour rooming-in.
- Avoid using a pacifier or artificial nipple with infants during the hospital stay.
- Providing a telephone number to call for help with breastfeeding.

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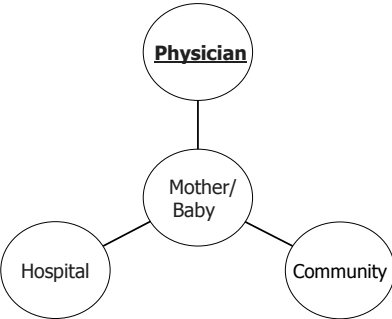


Hospital: Evaluation



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Physician

A partnership of professional associations and public health agencies:

- Arizona Department of Health Services;
- Arizona Perinatal Trust;
- American Academy of Pediatrics, Arizona Chapter; and
- American Congress of Obstetricians and Gynecologists- Arizona Section

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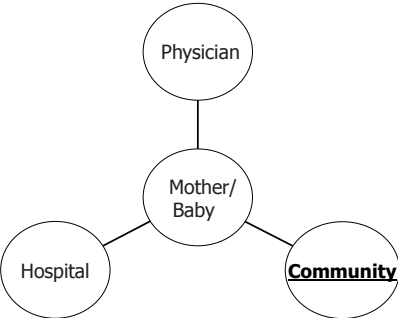
Physician, continued



- Toolkits
 - Supporting Evidence
 - Waiting Room Information
 - Client Education
- Technical Assistance for Creating a Breastfeeding-Friendly Office

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Community

Pregnancy Education: Breastfeeding



- Second Trimester
 - Tips and Tricks
 - Breastfeeding Book
 - DVD
- Third Trimester
 - Identified Barriers
 - Hospital Success
 - AZ Baby Steps Bookmark
 - AZ Baby Steps Magnet/Card

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<http://azdhs.gov/phs/bnp/gobreastmilk/BFAzBabySteps>

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